

**AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT**  
**PLANNING COMMISSION MEETING OF: NOVEMBER 29, 2007**

**DEPARTMENT: PLANNING & DEVELOPMENT**

**DIRECTOR: M. MARGO WHEELER**

☐ Consent ☒ Discussion

**SUBJECT:**

**MSP-24914 - MASTER SIGN PLAN - PUBLIC HEARING - APPLICANT: SPRINGS PRESERVE - OWNER: LAS VEGAS VALLEY WATER DISTRICT** - Request for a Major Modification to an approved Master Sign Plan (MSP-18047) FOR AN ADDITIONAL WALL SIGN at 351 South Valley View Boulevard (APN 139-29-401-001), C-V (Civic) Zone, Ward 1 (Tarkanian)

**P.C.: FINAL ACTION (Unless Appealed Within 10 Days)**

**PROTESTS RECEIVED BEFORE:**

**Planning Commission Mtg.**

**5**

**City Council Meeting**

**0**

**APPROVALS RECEIVED BEFORE:**

**Planning Commission Mtg.**

**2**

**City Council Meeting**

**0**

**RECOMMENDATION:**  
**APPROVAL**

**BACKUP DOCUMENTATION:**

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photo
5. Justification Letter
6. Protest Postcards
7. Submitted after final agenda – Protest/support postcards and condition confirmation letter by Jones Media

Motion made by DAVID STEINMAN to Deny

Passed For: 6; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 0

GLENN TROWBRIDGE, DAVID STEINMAN, STEVEN EVANS, BYRON GOYNES, RICHARD TRUESDELL, SAM DUNNAM; (Against-None); (Abstain-LEO DAVENPORT); (Did Not Vote-None); (Excused-None)

NOTE: CHAIRMAN DAVENPORT abstained as his house is in the notice area.

Minutes:

CHAIRMAN DAVENPORT declared the Public Hearing open.

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DOUG RANKIN, Planning and Development Department, stated the proposed signage would negatively impact the surrounding area and recommended approval.

TOM JONES, 4145 Teco Avenue, appeared on behalf of the applicant and agreed with all conditions.

TOM McGOWAN, Las Vegas resident, requested clarification of the applicant's request and recommended approval. MR. RANKIN explained the applicant's proposal met the requirements of a major modification. CHAIRMAN DAVENPORT also informed MR. McGOWAN that the City has no control over sign content.

COMMISSIONER TRUESDELL disclosed that he manages a property adjacent to the Springs Preserve, but he would vote on this matter as he did not feel there would be any economic impact to either side. He expressed concern with the precedent that would be established by approving this application and stated he could not support the request.

COMMISSIONERS TROWBRIDGE and EVANS concurred with COMMISSIONER TRUESDELL. COMMISSIONER TROWBRIDGE stated he could support a sign on Valley View Boulevard, but not an additional sign along the freeway.

In response to COMMISSIONER EVANS' questions, MR. JONES explained that the Springs Preserve needed more advertising as it was currently struggling to bring people into the facility. He briefly described how the sign would look and function. COMMISSIONER EVANS observed that the proposed sign did not meet the Springs Preserve's high standards and stated he could not support the request. MR. JONES explained that the approval was only for the sign's lettering as the other elements already had permits.

MARGO WHEELER, Director of the Planning and Development Department, noted that the Commissioners' reports contained all the sign renderings submitted by the applicant.

COMMISSIONER DUNNAM suggested a reduction in entrance fees would be more successful at increasing attendance than the additional signage.

MR. JONES explained that the approval was only for the sign's lettering as the other elements already had permits.

COMMISSIONER STEINMAN suggested the applicant work with the Nevada Department of Transportation to place signage directing traffic to the Springs Preserve as a way to encourage people to visit the facility. He stated that placing a sign on the sound wall was not the appropriate solution.

CHAIRMAN DAVENPORT declared the Public Hearing closed.